



www.Fox8.com

WJW
5800 S. Marginal Rd
Cleveland, OH 44103
(216)431-8888

CONTRACT

Contract / Revision	Alt Order #
581376 /	09836866
<u>Product</u>	
American Crossroads	
<u>Contract Dates</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	1088
<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/05/12 / 10/05/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WJW	Alexandra Bradley
<u>Special Handling</u>	
Do Not Mail	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots Amount
N 1 8	10/13/12	10/13/12	Fox 8 News Sa	8a-10a	Sa 8a-10a		:30			NM	1 \$1,500.00
FOX8 NEWS AT 9A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-----S-						1	\$1,500.00		
N 2 8	10/09/12	10/15/12	M-F 6a-8a		6a-8a Rotator		:30			NM	5 \$14,000.00
FOX8 NEWS AT 6A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$2,800.00		
Week: 10/15/12	10/21/12	M-----						1	\$2,800.00		
N 7 8	10/09/12	10/15/12	M-F 6a-8a		6a-8a Rotator		:30			NM	5 \$14,000.00
FOX8 NEWS AT 7A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$2,800.00		
Week: 10/15/12	10/21/12	M-----						1	\$2,800.00		
N 12 8	10/09/12	10/15/12	M-F 430a-5a News		430a-5a		:30			NM	5 \$3,000.00
FOX 8 NEWS AT 430A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$600.00		
Week: 10/15/12	10/21/12	M-----						1	\$600.00		
N 17 8	10/09/12	10/15/12	M-F 5a-530a		5a-530a		:30			NM	5 \$6,000.00
FOX 8 NEWS AT 5A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$1,200.00		
Week: 10/15/12	10/21/12	M-----						1	\$1,200.00		
N 22 8	10/09/12	10/15/12	M-F 530a-6a		530a-6a		:30			NM	5 \$7,500.00
FOX 8 NEWS AT 530A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$1,500.00		
Week: 10/15/12	10/21/12	M-----						1	\$1,500.00		
N 27 8	10/09/12	10/15/12	M-F 8a-9a		8a-9a News		:30			NM	5 \$14,000.00
FOX 8 NEWS AT 8A											
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/08/12	10/14/12	-TWTF--						4	\$2,800.00		

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581376 /	09836866	
Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	American Crossroads	1088
Advertiser		
American Crossroads		
Original Date / Revision		
10/05/12 / 10/05/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/15/12	10/21/12	M-----				1	\$2,800.00		
N 32 8	10/09/12	10/15/12	M-F	9a-10a	9a-10a		:30			NM	5 \$11,000.00
FOX 8 NEWS IN THE MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				4	\$2,200.00		
		Week: 10/15/12	10/21/12	M-----				1	\$2,200.00		
N 37 8	10/14/12	10/14/12	Fox 8 News Su	8a-10a	Su 8a-10a		:30			NM	1 \$1,200.00
FOX 8 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$1,200.00		
N 38 8	10/14/12	10/14/12	Fox 8 News Su	8a-10a	Su 8a-10a		:30			NM	1 \$1,200.00
FOX 8 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$1,200.00		
N 39 8	10/14/12	10/14/12	FOX News Sunday		10a-11a		:30			NM	1 \$1,500.00
FOX NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$1,500.00		
N 40 8	10/14/12	10/14/12	This I-code for 09/09/12 -> 11Su	11a-1130a			:30			NM	1 \$1,200.00
FOX 8 SUNDAY MIDDAY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-----S				1	\$1,200.00		
N 41 8	10/09/12	10/15/12	M-F	10a-11a	10a-11a		:30			NM	5 \$4,000.00
NEW DAY CLEVELAND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				4	\$800.00		
		Week: 10/15/12	10/21/12	M-----				1	\$800.00		
N 46 8	10/09/12	10/15/12	M-F	12p-1p Noon News	12p-1p Noon News		:30			NM	5 \$6,000.00
FOX 8 NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				4	\$1,200.00		
		Week: 10/15/12	10/21/12	M-----				1	\$1,200.00		
N 51 8	10/09/12	10/15/12	M-F	3p-4p	3p-4p		:30			NM	5 \$3,750.00
RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				4	\$750.00		
		Week: 10/15/12	10/21/12	M-----				1	\$750.00		
N 56 8	10/09/12	10/15/12	M-F	4p-5p	4p-5p		:30			NM	10 \$15,000.00
JUDGE JUDY/JUDGE JUDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				8	\$1,500.00		
		Week: 10/15/12	10/21/12	M-----				2	\$1,500.00		
N 61 8	10/09/12	10/15/12	M-F	6p-7p News	6p-7p News		:30			NM	5 \$16,000.00
FOX8 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/08/12	10/14/12	-TWTF--				4	\$3,200.00		
		Week: 10/15/12	10/21/12	M-----				1	\$3,200.00		
N 66 8	10/09/12	10/15/12	M-F	6p-7p News	6p-7p News		:30			NM	5 \$16,000.00
FOX8 NEWS AT 630-7P											

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581376 /	09836866
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American Crossroads	1088

	<u>Original Date / Revision</u>
	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Amount</u>
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$3,200.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>M-----</u>			<u>1</u>	<u>\$3,200.00</u>			
N 71 8		10/09/12	10/15/12	M-F 5p-6p News			:30			NM	5	\$12,000.00
		FOX8 NEWS AT 5P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$2,400.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>M-----</u>			<u>1</u>	<u>\$2,400.00</u>			
N 76 8		10/09/12	10/15/12	M-F 5p-6p News			:30			NM	5	\$12,000.00
		FOX8 NEWS AT 530P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$2,400.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>M-----</u>			<u>1</u>	<u>\$2,400.00</u>			
N 81 8		10/09/12	10/15/12	M-F 7p-730p News			:30			NM	5	\$15,000.00
		FOX8 NEWS AT 7P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$3,000.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>M-----</u>			<u>1</u>	<u>\$3,000.00</u>			
N 86 8		10/09/12	10/15/12	M-F 730-8p			:30			NM	5	\$15,000.00
		BIG BANG THEORY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>5</u>	<u>\$3,000.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>-----</u>			<u>0</u>	<u>\$3,000.00</u>			
N 91 8		10/09/12	10/15/12	M-F 1030p-11p			:30			NM	4	\$13,600.00
		FOX8 NEWS AT 1030P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$3,400.00</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>-----</u>			<u>0</u>	<u>\$3,400.00</u>			
N 95 8		10/13/12	10/13/12	Late News After Sports/De			:30			NM	1	\$3,400.00
		FOX8 NEWS AT 1030P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-----S-</u>			<u>1</u>	<u>\$3,400.00</u>			
N 96 8		10/14/12	10/14/12	Late News After Sports/De			:30			NM	1	\$3,400.00
		FOX8 NEWS AT 1030P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-----S</u>			<u>1</u>	<u>\$3,400.00</u>			
N 97 8		10/15/12	10/15/12	Late News After Sports/De			:30			NM	1	\$3,400.00
		FOX8 NEWS AT 1030P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/15/12</u>	<u>10/21/12</u>	<u>M-----</u>			<u>1</u>	<u>\$3,400.00</u>			
N 98 8		10/09/12	10/12/12	M-F 10p-1030p			:30			NM	4	\$13,600.00
		FOX8 NEWS AT 10P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-TWTF--</u>			<u>4</u>	<u>\$3,400.00</u>			
N 102 8		10/13/12	10/13/12	Late News After Sports/De			:30			NM	1	\$3,400.00
		FOX8 NEWS AT 10P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-----S-</u>			<u>1</u>	<u>\$3,400.00</u>			
N 103 8		10/14/12	10/14/12	Late News After Sports/De			:30			NM	1	\$3,400.00
		FOX8 NEWS AT 10P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Week:</u>	<u>10/08/12</u>	<u>10/14/12</u>	<u>-----S</u>			<u>1</u>	<u>\$3,400.00</u>			

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10/09/12 - 10/15/12	American Crossroads	1088
Advertiser		
American Crossroads		
Original Date / Revision		
10/05/12 / 10/05/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12							
N 104	8	10/15/12	10/15/12	Late News After Sports/De	1030p-2a After Spc		:30			NM	1
FOX8 NEWS AT 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/15/12	10/21/12	M-----						
N 105	8	10/09/12	10/15/12	M-Su 1a-2a LN Repeat Only	LN Repeat Only		:30			NM	5
FOX8 LATE NEWS ENCORE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-TWTF--						
		Week:	10/15/12	10/21/12	M-----						
N 110	8	10/09/12	10/15/12	M-F 11p-1130p	11p-1130p		:30			NM	4
BIG BANG THEORY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-TWT---						
		Week:	10/15/12	10/21/12	-----						
N 114	8	10/09/12	10/15/12	M-F 1130p-12a	1130p-12a		:30			NM	4
SEINFELD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-TWT---						
		Week:	10/15/12	10/21/12	-----						
N 118	8	10/09/12	10/09/12	FOX Prime Tuesday 8p-9p	8p-9p		:30			NM	1
RAISING HOPE / BEN & KATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-T-----						
N 119	8	10/10/12	10/10/12	The X Factor	The X Factor		:30			NM	1
THE X-FACTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	--W----						
N 120	8	10/11/12	10/11/12	The X Factor	The X Factor		:30			NM	1
X-FACTOR RESULTS SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	---T---						
N 121	8	10/14/12	10/14/12	FOX NFL 1pm	1p-CC		:30			NM	1
NFL FOOTBALL GM 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-----S						
N 122	8	10/14/12	10/14/12	FOX NFL 4p	4p-CC		:30			NM	1
NFL FOOTBALL GM 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week:	10/08/12	10/14/12	-----S						

Totals 127 \$316,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	127	\$316,450.00	\$268,982.50
Totals	127	\$316,450.00	\$268,982.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/19/12
Date

Stephen Murray
Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

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